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# Latest Version: 6.0

## Question: 1

Which of the following best describes a "trait" in digital marketing?

Response:

- A. A specific user behavior tracked across digital platforms.
- B. A broad category that includes various user actions and characteristics.
- C. A user's demographic information such as age and gender.
- D. A segment of users who have similar interests.

**Answer: A**

## Question: 2

How does ID Sync help in improving audience segmentation?

Response:

- A. By providing real-time data updates.
- B. By ensuring consistent user experience across devices.
- C. By increasing the speed of data processing.
- D. By enhancing the accuracy of targeted advertising.

**Answer: D**

## Question: 3

What is the benefit of using a DMP in segment creation?

Response:

- A. It exclusively stores third-party data
- B. It allows for the integration of diverse data sources
- C. It replaces the need for a CRM system
- D. It is primarily used for offline data storage

**Answer: B**

## Question: 4

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In segment syndication, the process of \_\_\_\_\_ is critical to ensure that the right audience is targeted effectively.

Response:

- A. Budget allocation
- B. Data cleansing
- C. Audience identification
- D. Channel selection

**Answer: C**

### Question: 5

Examine the following scenario for segment activation using first-party data:  
(Choose Two)

Response:

- A. A retailer using purchase history to recommend products.
- B. A service provider using geographical data to send localized offers.
- C. A B2B company using only third-party demographic data for prospecting.
- D. A marketing firm using non-consent based cookies for re-targeting.

**Answer: A,B**

### Question: 6

For what purpose might a business use Audience Marketplace to enhance audience segmentation?  
Response:

- A. To acquire specialized data sets that provide deeper insights into consumer behavior.
- B. To reduce the overall expenses on data management.
- C. To phase out the use of organizational data.
- D. To share proprietary data with other businesses for a fee.

**Answer: A**

### Question: 7

Which scenarios demonstrate the use of Profile Merge correctly?  
(Choose three)

Response:

- A. Combining browsing history from a laptop and smartphone to create a comprehensive user profile.
- B. Creating separate profiles for each device type to enhance device-specific advertising.
- C. Merging online shopping data with offline purchase history for a complete purchase profile.
- D. Linking sibling user accounts under a single household profile.
- E. Segregating user data into anonymous and known profiles for targeted campaigns.

**Answer: A,C,D**

### Question: 8

Given the following signals: "visited product page", "added item to cart", and "purchased item", which trait would be most appropriate to define a high-intent buyer?

Response:

- A. Users who visited at least three product pages.
- B. Users who added an item to cart but did not purchase.
- C. Users who purchased an item.
- D. Users who visited a product page more than once.

**Answer: C**

### Question: 9

Identify the types of destinations involved in segment syndication.

(Choose Three)

Response:

- A. Data Management Platforms (DMPs)
- B. Customer Relationship Management (CRM) systems
- C. Content Management Systems (CMS)
- D. Social media platforms
- E. Ad exchanges

**Answer: A,B,E**

### Question: 10

What are essential considerations when using Audience Marketplace for activation?

(Choose two)

Response:

- 
- A. Evaluating the cost-effectiveness of data sets.
  - B. Ensuring data compliance with privacy laws.
  - C. Maximizing the number of data providers.
  - D. Focusing solely on international data sources.

<b>Answer: A,B</b>
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